

# THE BEHAVIOR ANALYST

VOL. 9, NO. 1

SPRING, 1986

ISSN 0738-6729

## CONTENTS

Malagodi, E. F. On Radicalizing Behaviorism: A Call for Cultural Analysis . . . . .	1
Kohler, Frank W., and Greenwood, Charles R. Toward a Technology of Generalization: The Identification of Natural Contingencies of Reinforcement . . . . .	19
Schmitt, David R. Competition: Some Behavioral Issues . . . . .	27
Seekins, Tom, and Fawcett, Stephen B. Public Policymaking and Research Information . . . . .	35
Fraley, Lawrence E., and Vargas, Ernest A. Separate Disciplines: The Study of Behavior and the Study of the Psyche . . . . .	47
Marcattilio, A. J. M., and Nevin, John A. The Threat of Nuclear War: Some Responses . . . . .	61
Todd, James T., and Morris, Edward K. The Early Research of John B. Watson: Before the Behavioral Revolution . . . . .	71
Epling, W. Frank, and Pierce, W. David. The Basic Importance of Applied Behavior Analysis . . . . .	89
Wyatt, W. Joseph, Hawkins, Robert P., and Davis, Pamela. Behaviorism: Are Reports of Its Death Exaggerated? . . . . .	101

## BOOK REVIEWS

Branch, Marc N. Behavioral Pharmacology Today: A Review of <i>Advances in Behavioral Pharmacology</i> (Vol. 4), and <i>Behavioral Pharmacology: The Current Status</i> . . . . .	107
Williams, Ben A. Identifying Behaviorism's Prototype: A Review of <i>Behaviorism: A Conceptual Reconstruction</i> by G. E. Zuriff . . . . .	117

## ON TERMS

Ator, Nancy A. Behavioral Biology . . . . .	123
Smith, G. A. Observer Drift: A Drifting Definition . . . . .	127

## IN RESPONSE

Comunidad Los Horcones. News for Now-Here, 1986: A Response to "News from Nowhere, 1984" . . . . .	129
--	-----

## ANNOUNCEMENTS

(see inside front cover)



*The Behavior Analyst* is the official publication of the Society for the Advancement of Behavior Analysis (SABA). The purpose of SABA is to provide instruction and training in behavior analysis and to disseminate information about behavior analysis that is useful to the public and beneficial to the community.

### EDITOR

Edward K. Morris  
*University of Kansas*

### EDITOR-ELECT

Aaron J. Brownstein  
*University of North Carolina*

### EDITOR POSTHUMOUS

Don F. Hake  
*West Virginia University*

### MANAGING EDITOR

Shery Chamberlain  
*SABA*

### EDITORIAL BOARD

Robert L. Arrington, *Georgia State University*  
Daniel J. Bernstein, *University of Nebraska*  
Gail S. Bernstein, *University of Colorado Health Science Center*  
Marc N. Branch, *University of Florida*  
Aaron J. Brownstein, *University of North Carolina*  
William F. Buskist, *Auburn University*  
Philip N. Chase, *West Virginia University*  
Marion U. Cohn, *Old Dominican College*  
Eleanor Criswell, *Science Applications, Virginia*  
Samuel M. Deitz, *Georgia State University*  
John W. Donahoe, *University of Massachusetts*  
W. Frank Epling, *University of Alberta, Canada*  
Barbara C. Etzel, *University of Kansas*  
Judith E. Favell, *Western Carolina Center*  
Karen B. Feniello, *Washington and Jefferson College*  
Lawrence E. Fraley, *West Virginia University*

R. Wayne Fuqua, *Western Michigan University*  
Sigrid S. Glenn, *North Texas State University*  
R. Douglas Greer, *Columbia University*  
Peter Harzem, *Auburn University*  
Steven C. Hayes, *University of North Carolina-Greensboro*  
Stephen T. Higgins, *National Institute on Drug Abuse*  
Jane S. Howard, *California State University-Stanislaus*  
Brian A. Iwata, *John F. Kennedy Institute*  
Ann P. Kaiser, *Vanderbilt University*  
Kennon A. Lattal, *West Virginia University*  
C. Fergus Lowe, *University College of North Wales*  
Richard W. Malott, *Western Michigan University*  
Garry L. Martin, *University of Manitoba, Canada*  
Frances K. McSweeney, *Washington State University*  
Jack Michael, *Western Michigan University*

Nancy A. Neef, *University of Maryland*  
Joseph J. Pear, *University of Manitoba, Canada*  
W. David Pierce, *University of Alberta, Canada*  
Alan Poling, *Western Michigan University*  
Claire L. Poulson, *Queens College*  
Harris B. Rubin, *Southern Illinois University*  
Evalyn F. Segal, *San Diego State University*  
Eliot Shimoff, *University of Maryland Baltimore County*  
Richard L. Shull, *University of North Carolina-Greensboro*  
Murray Sidman, *Northeastern University*  
Henry Slucki, *University of Southern California*  
Stephanie B. Stolz, *Tokyo, Japan*  
Libby M. Street, *Central Washington University*  
Travis T. Thompson, *University of Minnesota*  
Ernest A. Vargas, *West Virginia University*

### ANNOUNCEMENTS

Advertising Information .....	18
SABA Membership List .....	46
Books Received .....	60
Institutional Subscribers .....	100
SABA Members in ABA .....	106
Deferred Giving .....	116
If You Are Moving .....	126
SABA Membership Information .....	133
Instructions for Contributors .....	134
Journal Subscription Information .....	136